



WALDPOINT

Connecting Global Brands with British Retail Excellence

A risk-free route for UK retailers to access proven Chinese brands, improve margins and accelerate range development

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WHY WALDPOINT: What WaldPoint Does for UK Retailers



WaldPoint acts as an extension of your commercial and sourcing team, giving you:

- Direct access to pre-vetted, high-performing Chinese brands
- Improved margin opportunities through informed negotiation
- Reduced onboarding and compliance risk
- Faster routes from opportunity to shelf

WaldPoint does not charge UK retailers for introducing brands or suppliers.

Walmart 

BEST
BUY 



 **AutoZone**

**Office
DEPOT**

WHY WALDPOINT: Why UK Retailers Choose WaldPoint



Compared to traditional sourcing, agents or distributors, WaldPoint offers:

- Pre-qualification, not factory roulette
- Local UK commercial understanding and 'on-the-ground' China expertise
- Brands already proven in major international retailers
- One aligned partner across sourcing, audit and negotiation

We reduce wasted buyer time, failed onboarding and post-launch issues.

Walmart 

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INTRODUCTION: Built by Retailers, for Retailers

- Founded in 2021 by Charlie Xu and Lin Shen
- WaldPoint was founded by senior retail, sourcing and market entry executives with experience across:
 - UK & European retail buying and compliance
 - North American big-box retail (Best Buy, etc.)
 - Chinese brand development and global expansion
- Our combined experience spans tens of billions of dollars in retail procurement, across consumer electronics, home, lifestyle and emerging categories.

Mission statement:

“Commitment to working closely with every client to ensure complete satisfaction and measurable success in every partnership”



“We have successfully built a team of passionate professionals.

Each team member shares the company ethos of maintaining transparency between client and consultant.

We pride ourselves on our ability to not only educate you in what we’re doing, but also how and why we’re doing it”.

Charlie XU
Founder

Our Global Clients



Why WaldPoint: We offer solutions

01

Market Entry Specialist

Focuses on helping Chinese brands enter the UK market efficiently and successfully.

02

Cross-Border Trade Facilitation

Acts as a strategic bridge facilitating smooth cross-border trade between China and the UK.

03

Brand Introduction Support

Supports brand introduction to help Chinese brands establish a strong presence in the UK market.

04

Fostering Strong Partnerships

Building robust relationships between Chinese brands and UK business partners for mutual success.

05

Seamless Integration

Ensuring smooth collaboration processes that enable effective cooperation and shared growth.

06

Transparent Communication

Maintaining clear and open communication channels to support trust and understanding between partners.

07

Tailored Support

Providing customized assistance to meet the unique needs of each partner for optimal collaboration.

The UK Market Landscape for Chinese Brands

GLOBAL BRANDS TRENDS AND OPPORTUNITIES



2025 marks a pivotal moment for Chinese companies expanding overseas. With domestic competition intensifying and consumption slowing, globalisation has shifted from a growth option to a strategic necessity.

Chinese sellers now make up a majority of Amazon's global active seller base — about 50.03% of all active sellers across Amazon's international marketplaces.

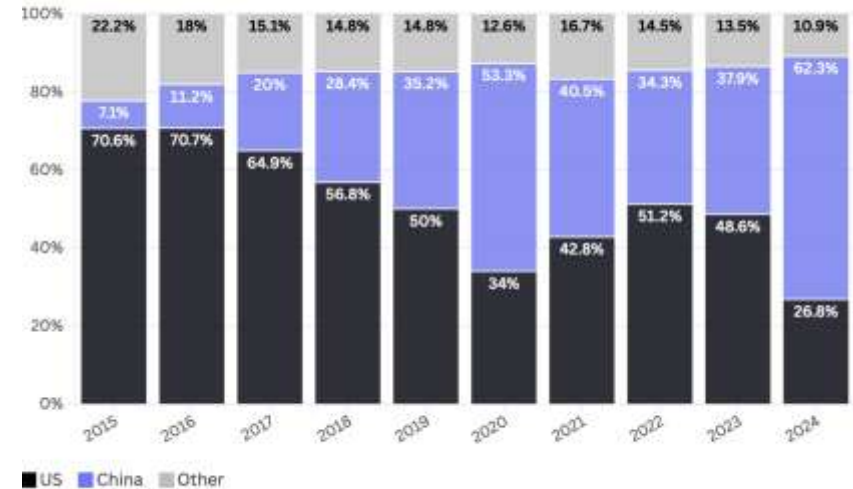
Amazon sellers of over million dollar 57% of sellers are Chinese and 39% are American, According to Marketplace Pulse (analysis published July 24, 2025).

Global success stories such as BYD, Shein, Huawei, and Xiaomi demonstrate how Chinese brands are reshaping categories once dominated by Western competitors.

For Global and Chinese brands, 2025 is the ideal time to scale internationally. With the right strategy and partners, they can convert momentum into sustained global leadership.

New Amazon.com Seller Registrations

by year and business country

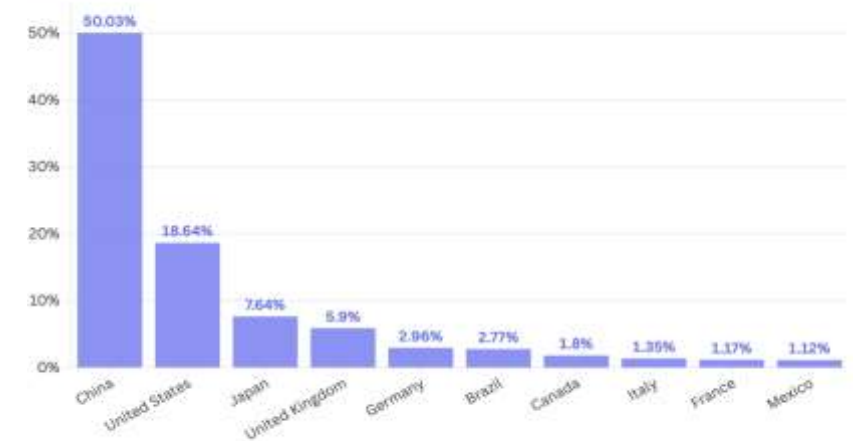


Source: Marketplace Pulse

Marketplace Pulse

Share of Global Amazon Active Seller Base by Country of Business

top ten by share



Source: Marketplace Pulse

Note: Unique businesses only. Sellers selling in multiple marketplaces count as one seller. India and Brazil marketplaces excluded due to international seller restrictions.

Marketplace Pulse

Example: Global Chinese Brands marketing online and offline



Success Stories and Case Examples



Case Study: HeyBike - US Retail Market Entry



Retail Outcomes (After WaldPoint)

- Successful introduction to 400 stores, #1 brand in Best Buy
- Reduced onboarding risk through pre-qualification and audit
- Faster decision-making for buying teams
- Improved buyer confidence in a complex, regulated category

Result:

- HeyBike achieved structured entry into the US retail market with lower risk, clearer commercial terms, and improved retail performance



Case Study: Livall

The Retail Challenge (Before WaldPoint)

- **Retailer cautious about:**
 - Lack of understanding around the Compliance of e-bike helmets
 - After-sales support capability
- Low price point category with:
 - Margin pressures

Retail Outcomes (After WaldPoint)

- Updated the commercial team of latest compliance requirements
- Reduced onboarding risk through pre-qualification and audit
- Faster decision-making for buying teams
- Improved category ARPs and associated upsells

Result:

- Livall achieved structured entry into the US retail market, and improved retailer confidence, improved profit and end customer education instore.



LIVALL

**BEST
BUY**



Case Study: Momcozy - US Retail Market Entry



MOMCOZY

WaldPoint Intervention

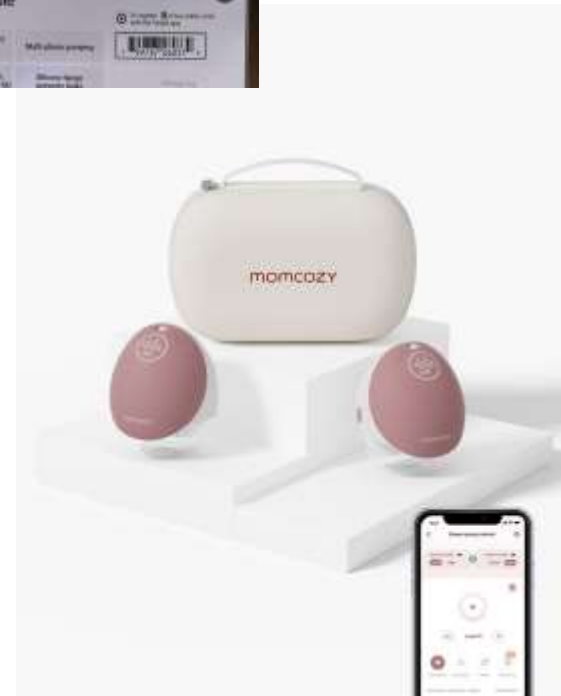
- Identified Momcozy as a high-performing global brand with:
- Strong product innovation
- Proven international consumer demand
- Conducted pre-qualification of products and supply chain
- Supported the brand in aligning:
- Product standards and documentation
- UK retail compliance expectations
- Commercial structure and retailer requirements
- Acted as the commercial bridge between UK buyers and the brand's overseas team

Retail Outcomes (After WaldPoint)

- Structured introduction of Momcozy to Target's decision-makers
- Reduced compliance and onboarding risk for buying teams
- Faster evaluation and decision-making vs traditional sourcing routes
- Access to differentiated product innovation in a crowded category

Result:

- Target were able to evaluate and engage with Momcozy with confidence, gaining access to a proven international brand while minimising operational and reputational risk. Listed in 1500 stores in March 2024



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